



## Wholesale Catalog of Wisconsin Products Now Updated

**Release Date:** May 28, 2013

**Contact:** Ashley Andre (*Huibregtse*), 608-224-5002  
Jim Dick, Communications Director, 608-224-5020

MADISON – Consumers search for Wisconsin products, and now it is even easier for grocery stores, restaurants, distributors and institutions to find those quality local items that customers are demanding. The Department of Agriculture, Trade and Consumer Protection (DATCP) has updated the Buy Local Wholesale Catalog online.

“The new issue of the Buy Local Wholesale Catalog again features Something Special *from* Wisconsin™ products that are available for wholesale,” said Lois Federman, DATCP’s Something Special *from* Wisconsin™ Director. “The red and yellow Something Special *from* Wisconsin™ trademark guarantees at least 50% of a product’s ingredients, production or processing activities are from Wisconsin.”

The 60-page catalog is available at [www.somethingspecialwi.com](http://www.somethingspecialwi.com). Each listing includes the company name, address, contact information, website and description of available products. The colored catalog includes pictures of featured products.

New in 2013, the online catalog is easier to use with clickable links. From the cover, go directly to the index of your choice from dairy and meat to liquor and bakery. In each listing, go directly to the individual website or send an email immediately to the company contact.

The catalog contains more than food products. Find an index of health and beauty products as well as an index of local distributors.

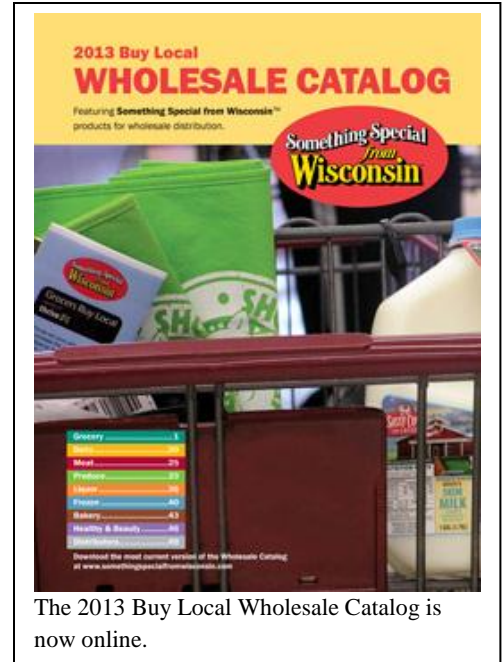
“Testimonials from grocers and other large volume buyers about their experiences offering local foods to their consumers are included in the catalog,” added Federman. “The Something Special *from* Wisconsin™ network continues to grow, which ultimately makes it easier for the customer to buy and consume Wisconsin products.”

There are over 450 Something Special *from* Wisconsin™ companies with more than half currently selling products wholesale.

“The catalog includes information on how Something Special *from* Wisconsin™ companies can distinguish themselves in the store with free point-of-sale materials,” concluded Federman. “Through this wholesale catalog, our website and media campaigns, Something Special *from* Wisconsin™ will be more recognizable and accessible to purchase.”

Visit [www.somethingspecialwi.com](http://www.somethingspecialwi.com) to access the catalog now. For more information on Something Special *from* Wisconsin™, email [datcpssfw@wi.gov](mailto:datcpssfw@wi.gov).

###



The 2013 Buy Local Wholesale Catalog is now online.